

## The impact of website quality on Muslim tourists' intention to visit halal destinations

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### **Abstract**

*This study examines the impact of website quality on Muslim tourists' intention to visit halal destinations, mediated by e-trust, e-satisfaction, and perceived halalness. Integrating the IS Success Model and the Theory of Planned Behavior, the study surveyed 172 Muslim travelers and analyzed the data using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that website quality significantly enhances e-trust, e-satisfaction, and perceived halalness, which in turn positively influence intention to visit. Website quality also directly affects travel intentions, underscoring its persuasive role in digital engagement. The findings contribute to halal tourism research by validating perceived halalness as a distinct mediating factor and highlight the strategic importance of culturally and religiously attuned digital platforms. Future research is encouraged to adopt longitudinal methods and broader cultural comparisons to deepen the understanding of Muslim travelers' digital behavior.*

**Keywords:** Website quality; halal tourism; intention to visit; Indonesia

### **Introduction**

Halal tourism has witnessed remarkable growth in recent years, aligned with the increasing number of Muslim travelers worldwide. According to the Global Muslim Travel Index (GMTI) 2020, the number of Muslim tourists is

projected to exceed 230 million by 2026, contributing nearly USD 300 billion to the global economy (Hendrik et al., 2024). This phenomenon highlights a shift in travel preferences among Muslim consumers, who increasingly prioritize Islamic values such as the availability of halal food, prayer facilities, and Muslim-friendly environments at destinations (Battour et al., 2024; Battour & Ismail, 2016).

Indonesia, as the largest Muslim-majority country, holds a strategic position to lead the global halal tourism sector. Its achievement of the top rank in the GMTI 2023, alongside Malaysia, reinforces its competitive potential (GMTI, 2023). Recognizing this opportunity, the Indonesian government has launched numerous initiatives, including international promotions and digital marketing campaigns, to enhance its position as a premier halal destination (Meirezaldi, 2020; Muthoifin, 2019). One pivotal strategy is the optimization of digital platforms such as *Indonesia.travel*, which serves as the official tourism portal designed to attract both domestic and international Muslim travelers.

However, several challenges and research gaps remain unresolved. First, although *Indonesia.travel* acts as the primary digital touchpoint, its effectiveness in building e-trust, e-satisfaction, and halal perception among Muslim travelers has not been systematically examined (Wilopo & Nuralam, 2024). Previous studies on website quality in tourism have mainly focused on general service quality or e-loyalty contexts (O'Connor & Assaker, 2024; Qatawneh et al., 2023; Xiang et al., 2024), but have rarely addressed how digital platforms impact the specific expectations of halal travelers.

Second, prior literature on halal tourism has predominantly emphasized physical attributes at destinations, such as service quality, availability of halal facilities, and on-site Muslim-friendly infrastructure, while paying limited attention to the influence of digital experiences in shaping travel intentions (Battour et al., 2024; Ekka, 2024). In an increasingly digitalized world, online experiences, particularly interactions with official websites, play a critical role in

forming first impressions and influencing destination decisions, especially in the halal tourism segment (Qatawneh et al., 2023).

Third, while models like the IS Success Model Delone & McLean (2003) and the Theory of Planned Behavior Ajzen (1991) emphasize that information quality, system usability, and service quality impact behavioral intentions via trust and satisfaction, few studies have integrated these mediating mechanisms specifically within halal tourism contexts (Qatawneh et al., 2023). There remains a significant need to examine how website quality elements, namely usability, information quality, design quality, and technical quality, affect Muslim tourists' intention to visit, mediated by trust, satisfaction, and perceived halalness.

The current state of the art reveals that while several scholars have explored the role of digital platforms in tourism marketing (Aman et al., 2024; Kumar, 2024; Swadhi et al., 2025), investigations that critically assess how national-level portals like Indonesia.travel build e-trust, e-satisfaction, and halal perception in Muslim travelers are still sparse. Battour et al. (2024) acknowledged the importance of halal attributes but did not integrate these into a digital marketing and consumer behavior framework tailored for Muslim audiences.

Given these gaps, the research question (RQ) posed in this study is how does the quality of the Indonesia.travel website influence Muslim tourists' intention to visit halal tourism destinations in Indonesia through the mediating effects of e-trust, e-satisfaction, and perceived halalness?. Accordingly, the primary objective of this study is to investigate the effect of website quality on e-trust, e-satisfaction, and perceived halalness, and to examine how these factors jointly influence Muslim tourists' intention to visit halal tourism destinations promoted via Indonesia.travel.

This research is urgent from both theoretical and practical perspectives. Theoretically, it seeks to enrich the growing body of literature on halal tourism by integrating information system success theories Delone & McLean (2003),

consumer trust models Gefen et al. (2003), and behavioral intention frameworks (Ajzen, 1991) into a consolidated digital halal tourism model. Practically, the findings aim to provide actionable insights for policymakers, destination managers, and tourism marketers on how to leverage website quality to foster trust, satisfaction, and halal perception, ultimately enhancing Indonesia's competitiveness in the global halal tourism industry.

## **Literature review**

### ***Halal tourism and the digital experience***

Halal tourism, as an emerging niche within the global tourism industry, reflects the increasing demand for travel experiences that are consistent with Islamic principles and lifestyles (Battour et al., 2023; Fauzi & Battour, 2024). It transcends merely offering halal food or prayer facilities; instead, it encompasses a holistic approach to ensuring that all aspects of the travel experience, from accommodation to entertainment, comply with Shariah guidelines (Battour et al., 2021; Battour & Ismail, 2016; En et al., 2023; Fauzi & Battour, 2024).

Recent research has emphasized that Muslim travelers are increasingly sophisticated in their expectations, seeking destinations that not only meet religious requirements but also offer high-quality, seamless services comparable to mainstream tourism experiences (Battour et al., 2024; Pattaray & Sumaryadi, 2024; Wisker et al., 2023). The evolution of halal tourism into a mainstream sector has triggered a parallel need for destinations to effectively communicate their halal credentials, values, and service quality, especially through digital channels that serve as the first point of engagement with prospective travelers (Battour et al., 2023; Fauzi & Battour, 2024).

In this digital age, online platforms are no longer supplementary but fundamental to the marketing and positioning of halal destinations (O'Connor & Assaker, 2024; Qatawneh et al., 2023; Swadhi et al., 2025; Xiang et al., 2024). The expansion of internet access and mobile technologies has reshaped the travel

planning process, shifting much of the destination evaluation and decision-making to the pre-travel online experience (O'Connor & Assaker, 2024; Qatawneh et al., 2023; Xiang et al., 2024).

For Muslim travelers, particularly those in younger demographics, the ability to verify halal facilities, community friendliness, and religious accommodation digitally becomes a prerequisite for trust-building. Consequently, official websites like Indonesia.travel must strategically position themselves as credible, comprehensive, and user-centric sources of information tailored to the specific needs of Muslim tourists. Despite the acknowledged importance of these platforms, academic inquiry into how digital experiences shape perceptions of halal destinations remains relatively underdeveloped, particularly at the intersection of technology adoption and religious tourism behavior (Ramos & Mafé-García, 2018; Rashmi et al., 2024; Swadhi et al., 2025; Talukder et al., 2024).

#### ***Website quality and muslim travelers' behavior***

Website quality is recognized as a multidimensional construct that significantly influences user perceptions, attitudes, and behaviors in digital environments (Almakayeel, 2023; Morales-Vargas et al., 2023; Qatawneh et al., 2023). Drawing from Delone & McLean (2003) IS Success Model, website quality is typically conceptualized through three major dimensions information quality, system quality (including ease of use and reliability), and service quality.

Barnes & Vidgen (2003) further adapted these dimensions specifically for e-commerce and e-services, proposing that effective websites must offer accurate, relevant, and timely information, intuitive and efficient navigation, visually appealing design, and personalization features that adapt to user needs. In the context of tourism marketing, these website attributes are not merely technical requirements but are critical components of user experience (UX) strategies that directly affect satisfaction, trust formation, and ultimately behavioral intentions (Qatawneh et al., 2023).

In the realm of halal tourism, the stakes are even higher. Muslim travelers not only seek general service quality but also expect that information related to religious needs is presented clearly, transparently, and accessibly (Battour et al., 2023, 2024; Talukder et al., 2024). The perceived halalness of a destination can be significantly shaped during the online information search phase, where website cues, such as explicit mentions of halal food, mosque accessibility, gender-segregated facilities, and halal-certified accommodations, play a decisive role (Battour et al., 2024; Fauzi & Battour, 2024).

Furthermore, website quality influences not only immediate satisfaction but also more complex constructs such as trust (Gefen et al., 2003; Morgan & Hunt, 1994) and affective commitment, which are crucial for converting browsing behavior into actual visit intention. Thus, ensuring high website quality becomes a strategic imperative for destinations aspiring to position themselves credibly within the competitive halal tourism market (Almakayeel, 2023; Morales-Vargas et al., 2023; Qatawneh et al., 2023).

### *Conceptual foundation and research gaps*

The integration of DeLone and McLean's IS Success Model and the Theory of Planned Behavior provides a robust conceptual foundation for understanding how digital platforms influence Muslim travelers' behavioral intentions (Ajzen, 1991; DeLone & McLean, 2003). The IS Success Model emphasizes that information quality, system usability, and service quality drive user satisfaction and intention to use, while TPB highlights the mediating roles of attitudes, subjective norms, and perceived behavioral control in shaping intentions (Qatawneh et al., 2023; Ratnasari et al., 2020).

Synthesizing these models enables a more comprehensive view where website quality not only directly affects satisfaction but also mediates through trust-building and perception-forming processes, particularly relevant in sensitive sectors like halal tourism. This theoretical integration supports a multistage mechanism, superior website quality fosters e-trust and e-satisfaction,

enhances perceived halalness, and cumulatively leads to stronger intentions to visit (Gefen et al., 2003; Juwaini et al., 2022; Qatawneh et al., 2023; Xiang et al., 2024).

Despite the strong theoretical underpinnings, empirical studies bridging IS Success and TPB in the halal tourism context remain limited. Most research to date has focused on offline service delivery, customer satisfaction with physical destinations, or general e-commerce trust without factoring in the unique religious considerations pertinent to Muslim travelers (Battour et al., 2024; Ekka, 2024).

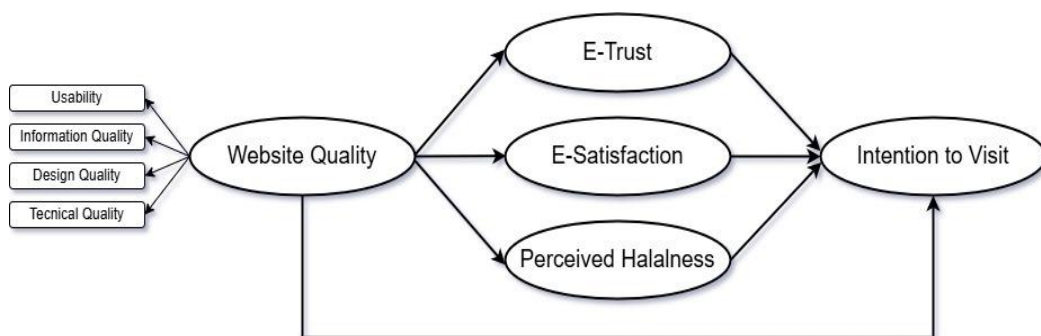
Moreover, while studies have explored website quality in general tourism marketing, few have specifically addressed how national tourism portals, such as *Indonesia.travel*, influence Muslim travelers' perceptions and decisions. The role of perceived halalness as a distinct construct mediating the relationship between digital experience and travel intention is particularly underexplored. This study thus addresses these significant gaps by proposing and empirically testing a model where website quality impacts Muslim tourists' intention to visit halal destinations via e-trust, e-satisfaction, and perceived halalness as mediating variables.

### ***Theoretical framework and hypothesis development***

The conceptual framework of this study is developed based on the integration of the IS Success Model (Delone & McLean, 2003) and the Theory of Planned Behavior (Ajzen, 1991), providing a comprehensive structure to examine how digital experiences influence Muslim tourists' behavioral intentions in the halal tourism context. As illustrated in Figure 1, the model proposes that Website Quality, conceptualized through four key dimensions, Usability, Information Quality, Design Quality, and Technical Quality, serves as the primary independent variable influencing a set of mediators and the ultimate behavioral outcome.

Specifically, the framework posits that Website Quality positively affects E-Trust, E-Satisfaction, and Perceived Halalness. E-Trust refers to users' confidence in the reliability and credibility of the website; E-Satisfaction reflects users' overall contentment with their interaction experience; and Perceived Halalness captures users' perceptions regarding the degree to which the promoted destinations align with Islamic principles. These three mediators, in turn, are hypothesized to significantly influence Muslim tourists' Intention to Visit halal tourism destinations. Furthermore, acknowledging that website experiences may not only work indirectly, the model also tests the potential direct impact of Website Quality on Intention to Visit. Thus, the conceptual framework captures both the mediated and direct pathways through which digital experiences on official tourism websites affect the behavioral intentions of Muslim travelers.

This framework addresses the identified gaps in previous literature by incorporating perceived halalness as a distinct mediating factor and by empirically examining the role of national tourism portals, such as Indonesia.travel, in influencing halal tourism behaviors. It thereby offers both theoretical and practical insights into the digital marketing strategies required to effectively attract and engage the Muslim travel segment.



**Figure 1.** Theoretical framework

#### *Website quality and e-trust*

Website quality is an online environment fundamental factor influencing users' trust (Almakayeel, 2023; Morales-Vargas et al., 2023; Nasrolahi Vosta &



Jalilvand, 2023; Ulinnuha & Hariawang, 2024). When a website demonstrates strong usability, provides accurate information, features appealing design, and ensures technical reliability, users are more likely to perceive it as credible and trustworthy (Delone & McLean, 2003; En et al., 2023; Qatawneh et al., 2023). Particularly in the context of halal tourism, where religious compliance is critical, the perceived reliability of a website directly impacts users' willingness to trust the content and the services promoted. Furthermore, studies have shown that perceived website reliability significantly predicts users' trust development in digital platforms, reinforcing the necessity for consistent information and culturally relevant design (Qatawneh et al., 2023). Hence, it is proposed that:

H1: *Website quality positively influences e-trust*

#### ***Website quality and e-satisfaction***

User satisfaction emerges when online experiences meet or exceed expectations. A high-quality website offering relevant content, intuitive navigation, and culturally sensitive communication enhances users' satisfaction levels (Cyr et al., 2006; Delone & McLean, 2003). Prior research indicates that satisfaction acts as a central mediator between website functionality and positive user behaviors, including revisit intentions (Morales-Vargas et al., 2023). Particularly for Muslim travelers, satisfaction is heightened when the digital environment authentically represents Islamic values, thereby reducing cognitive dissonance and enhancing emotional engagement (En et al., 2023; Yakın et al., 2023). Accordingly, the following hypothesis is proposed:

H2: *Website quality positively influences e-satisfaction*

#### ***Website quality and perceived halalness***

Muslim tourists form early judgments about a destination's compliance with Islamic values based on the information presented online. A website that clearly communicates halal attributes, such as halal food availability, prayer facilities, and Muslim-friendly services, strengthens users' perception of a destination's halalness (Battour et al., 2024; Fauzi & Battour, 2024). Information

completeness and service transparency are particularly critical, as they help mitigate perceived risks associated with religious non-compliance (Battour et al., 2024; Talukder et al., 2024). Moreover, perceived halalness in digital environments has been shown to directly impact Muslim consumers' evaluation of destination credibility and attractiveness (Ekka, 2024). Thus, the following hypothesis is formulated:

H<sub>3</sub>: *Website quality positively influences perceived halalness*

#### ***E-trust and intention to visit***

Trust plays a pivotal role in shaping behavioral intentions in digital contexts. When users trust an online platform, they are more likely to consider the promoted destinations as reliable, increasing their willingness to visit (Gefen et al., 2003; Juwaini et al., 2022). Trust reduces perceived uncertainty, an especially crucial factor when religious compliance and service authenticity are vital concerns (Morgan & Hunt, 1994). In halal tourism, digital trust not only validates informational content but also strengthens emotional attachment to the destination (Qatawneh et al., 2023). Therefore, it is hypothesized that:

H<sub>4</sub>: *E-trust positively influences intention to visit halal tourism destinations*

#### ***E-satisfaction and intention to visit***

Satisfied users are generally more inclined to engage further with the services or destinations they have interacted with online. In the tourism sector, positive website experiences translate into favorable evaluations of destinations and heightened intention to visit (Almakayeel, 2023; Cyr et al., 2006). Research has consistently demonstrated that satisfaction acts as a powerful precursor to both loyalty and word-of-mouth intentions, amplifying its strategic importance in digital tourism marketing (O'Connor & Assaker, 2024). For Muslim travelers, satisfaction driven by religiously appropriate content further cements the decision-making process (Xiang et al., 2024). Thus, it is hypothesized that:

H<sub>5</sub>: *E-satisfaction positively influences intention to visit halal tourism destinations*

***Perceived halalness and intention to visit***

Perceived halalness is a decisive factor for Muslim travelers when selecting destinations. A strong perception that a destination adheres to Islamic principles encourages greater travel intention by reinforcing religious and cultural compatibility (Battour et al., 2024; En et al., 2023; Ratnasari et al., 2020). The role of perceived halalness is further accentuated when trust and satisfaction are already established, acting as a final reassurance that motivates action (Fauzi & Battour, 2024). Empirical findings suggest that halal attributes, when effectively communicated online, significantly elevate destination appeal among Muslim tourists (Battour et al., 2024). Thus, the following hypothesis is formulated:

*H<sub>6</sub>: Perceived halalness positively influences intention to visit halal tourism destinations*

***Website quality and intention to visit (direct effect)***

While trust, satisfaction, and perceived halalness are expected to mediate the effects of website quality, it is also plausible that website quality directly influences travelers' intention to visit. Positive impressions formed through engaging, reliable, and culturally aligned digital experiences may independently stimulate travel intentions without the need for complex cognitive processing (Cyr et al., 2006; Delone & McLean, 2003; Qatawneh et al., 2023). High-quality digital interactions generate favorable affective responses, which in turn enhance behavioral intentions in tourism settings (O'Connor & Assaker, 2024; Xiang et al., 2024). Based on this reasoning, the following hypothesis is proposed:

*H<sub>7</sub>: Website quality positively influences intention to visit halal tourism destinations*

**Research methodology**

This study employs a quantitative research design using a cross-sectional survey method to examine the proposed conceptual framework and test the hypothesized relationships (Purwono et al., 2021; Sekaran, 2006). The selection of

a survey-based quantitative approach is appropriate considering the need to measure latent constructs such as website quality, e-trust, e-satisfaction, perceived halalness, and intention to visit. A structured questionnaire was developed based on validated scales adapted from previous studies to ensure content validity and consistency with established literature (Hair et al., 2019).

The target population of this study consists of Muslim individuals who have experience accessing tourism websites and are interested in halal tourism. A purposive sampling technique was employed to ensure that the respondents were relevant to the research objectives. To achieve sufficient statistical power for structural equation modeling (SEM), the minimum sample size was determined based on recommendations by Hair et al. (2019), suggesting a minimum ratio of 5 to 10 responses per indicator. Given the complexity of the model, a target of at least 125-250 usable responses was set, allowing for robust data analysis and generalizability within the halal tourism context.

Data were collected through an online survey distributed via social media platforms, email lists, and community groups focused on Muslim travelers and halal tourism. Respondents were provided with a brief description of the study's purpose, and their anonymity and confidentiality were assured to encourage honest and thoughtful participation. A screening question was included to ensure that only respondents with prior experience using tourism-related websites participated in the study. The survey was open for four weeks, with periodic reminders issued to increase response rates.

All constructs in the model were measured using multi-item scales adapted from prior studies and modified slightly to fit the context of halal tourism websites. Website Quality was measured across four dimensions: Usability, Information Quality, Design Quality, and Technical Quality (Barnes & Vidgen, 2003; Cyr et al., 2006; Qatawneh et al., 2023). E-Trust was measured using items adapted from Gefen et al. (2003), while E-Satisfaction was assessed based on established scales from Cyr et al. (2006), and (Delone & McLean, 2003).

Perceived Halalness was measured following the work of Battour et al. (2018) and Fauzi & Battour (2024), focusing on users' perceptions of Islamic compliance communicated through the website. Intention to Visit was operationalized using items reflecting willingness and likelihood to visit halal tourism destinations, adapted from Theory of Planned Behavior framework (Ajzen, 1991). All items were rated on a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree").

Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed for data analysis using SmartPLS 4.0. PLS-SEM is suitable for this study due to its ability to handle complex models with multiple mediating variables and its robustness with relatively smaller sample sizes (Hair et al., 2019). The analysis followed a two-stage approach. First, the measurement model was assessed for reliability, convergent validity, and discriminant validity. Second, the structural model was evaluated to test the hypothesized relationships. Bootstrapping with 5,000 resamples was conducted to determine the significance of path coefficients, and model fit indices such as SRMR and R-squared values were reported to assess the overall model quality.

## **Results and discussion**

### ***Respondent's demographic***

The demographic profile of the 172 respondents is presented in Table 1. Regarding gender, 52.3% of respondents were male, and 47.7% were female, reflecting a balanced sample. In terms of age distribution, the largest group (40.7%) was aged between 25 and 34 years, followed by 36.0% who were aged between 18 and 24 years. This indicates a predominantly young adult sample. Regarding educational background, 60.5% of participants held a bachelor's degree, and 16.3% possessed a master's degree or higher, suggesting a relatively high level of education among respondents.

Occupation-wise, private sector employees made up 36.0% of the sample, while students accounted for 27.9%. In terms of digital behavior, 55.8% reported using tourism websites occasionally (2–5 times a year), while 27.9% accessed them frequently (monthly). On the familiarity with halal tourism, 48.8% of the respondents stated they were somewhat familiar with the concept, and 38.4% reported being very familiar. This demographic composition suggests that the sample is appropriate for studying online behavior related to halal tourism, as it captures digitally active, relatively educated, and religiously aware individuals.

**Table 1.** Respondents' profile

Demographic Variable	Category	Freq (n)	(%)
Gender	Male	90	52.30%
	Female	82	47.70%
Age	18–24 years	62	36.00%
	25–34 years	70	40.70%
	35–44 years	26	15.10%
	45 years and above	14	8.10%
Education Level	High school graduate	40	23.30%
	Bachelor's degree	104	60.50%
	Master's degree or higher	28	16.30%
Occupation	Student	48	27.90%
	Private sector employee	62	36.00%
	Civil servant	28	16.30%
	Entrepreneur	22	12.80%
	Others	12	7.00%
Frequency of Using Tourism Websites	Rarely (once a year or less)	28	16.30%
	Occasionally (2–5 times a year)	96	55.80%
	Frequently (monthly)	48	27.90%
Familiarity with Halal Tourism	Not familiar	22	12.80%
	Somewhat familiar	84	48.80%
	Very familiar	66	38.40%

### *Outer measurement model*

The measurement model was evaluated by assessing construct reliability, convergent validity, and indicator loadings. As shown in Table 2, all constructs achieved high reliability levels, with Cronbach's Alpha (CA) values ranging from 0.905 to 0.951, exceeding the recommended threshold of 0.70 (Hair et al., 2019).

The Composite Reliability (CR) values for all constructs were also high, ranging from 0.933 to 0.968, confirming internal consistency. Convergent validity was verified through the Average Variance Extracted (AVE), with all constructs achieving AVE values above the threshold of 0.50 (Hair et al., 2019). The AVE values ranged between 0.778 and 0.911, indicating that the constructs captured a substantial portion of variance from their indicators. Furthermore, all outer loadings (OL) of the measurement items exceeded 0.70, supporting individual item reliability (Gefen et al., 2003).

Notably, the Website Quality construct, which encompasses four dimensions (Usability, Information Quality, Design Quality, and Technical Quality), exhibited strong indicator loadings ranging from 0.792 to 0.907. Similarly, indicators for E-Trust, E-Satisfaction, Perceived Halalness, and Intention to Visit also demonstrated excellent factor loadings, confirming the robustness of the measurement model. Thus, the results provide strong evidence that the measurement model possesses adequate reliability and convergent validity, supporting the suitability of the data for further structural model analysis.

**Table 2.** Outer model

Variable	Questionnaire	OL
<i>Website Quality [CA (0.905), rho_A (0.915), CR (0.933), AVE (0.778)]</i>		
U1	The website is easy to use.	0.828
U2	Finding information is simple.	0.907
U3	Learning to use the website is easy.	0.870
IQ1	The website gives accurate information.	0.792
IQ2	The website explains destinations clearly.	0.898
IQ3	The information is current and relevant.	0.839
DQ1	The website looks attractive.	0.876
DQ2	The website layout is professional.	0.833
DQ3	The design makes browsing enjoyable.	0.838
TQ1	The website loads fast.	0.875
TQ2	The website works without errors.	0.887
TQ3	The website works well on any device.	0.878
<i>E-Trust [CA (0.934), rho_A (0.937), CR (0.953), AVE (0.835)]</i>		
TR1	I trust the website's information.	0.830

TR2	I believe the website is honest.	0.831
TR3	The website makes me feel confident.	0.818
TR4	I feel safe using the website.	0.874
<i>E-Satisfaction [CA (0.948), rho_A (0.949), CR (0.963), AVE (0.867)]</i>		
SAT1	I am satisfied with the website.	0.823
SAT2	Using the website was a good choice.	0.855
SAT3	I am happy with the website's service.	0.848
SAT4	My experience with the website is positive.	0.887
<i>Perceived Halalness [CA (0.922), rho_A (0.011), CR (0.953), AVE (0.834)]</i>		
HAL1	The website shows halal services clearly.	0.828
HAL2	I believe the destinations follow Islamic principles.	0.812
HAL3	The website makes me see the destinations as Muslim-friendly.	0.801
HAL4	I feel assured about halalness from the website.	0.811
<i>Intention to Visit [CA (0.951), rho_A (0.951), CR (0.968), AVE (0.911)]</i>		
INT1	I intend to visit the promoted destinations.	0.863
INT2	I am likely to travel to destinations from this website.	0.860
INT3	I seriously consider visiting the destinations.	0.840
INT4	I plan to recommend these destinations to others.	0.852

### *Inner measurement model*

The evaluation of the coefficient of determination ( $R^2$ ) in table 3 reveals that the structural model possesses substantial explanatory power. Specifically, Website Quality explains 85.5% of the variance in E-Trust ( $R^2 = 0.855$ ) and 86.7% of the variance in E-Satisfaction ( $R^2 = 0.867$ ), indicating that users' trust and satisfaction toward a tourism website are largely determined by their perceptions of website quality. Additionally, Website Quality also explains 88.1% of the variance in Perceived Halalness ( $R^2 = 0.881$ ), emphasizing the critical role of digital information quality in shaping Muslim travelers' perceptions of destination halal compliance.

Moreover, E-Trust, E-Satisfaction, and Perceived Halalness jointly explain 89.9% of the variance in Intention to Visit ( $R^2 = 0.899$ ), demonstrating an exceptionally strong predictive ability of the model. The Adjusted  $R^2$  values, ranging from 0.849 to 0.895 across constructs, further support the model's robustness and parsimony by indicating minimal inflation despite multiple predictors. According to Hair et al. (2019), these  $R^2$  results surpass the thresholds



for substantial explanatory power, thus providing strong empirical validation for the hypothesized relationships within the proposed framework.

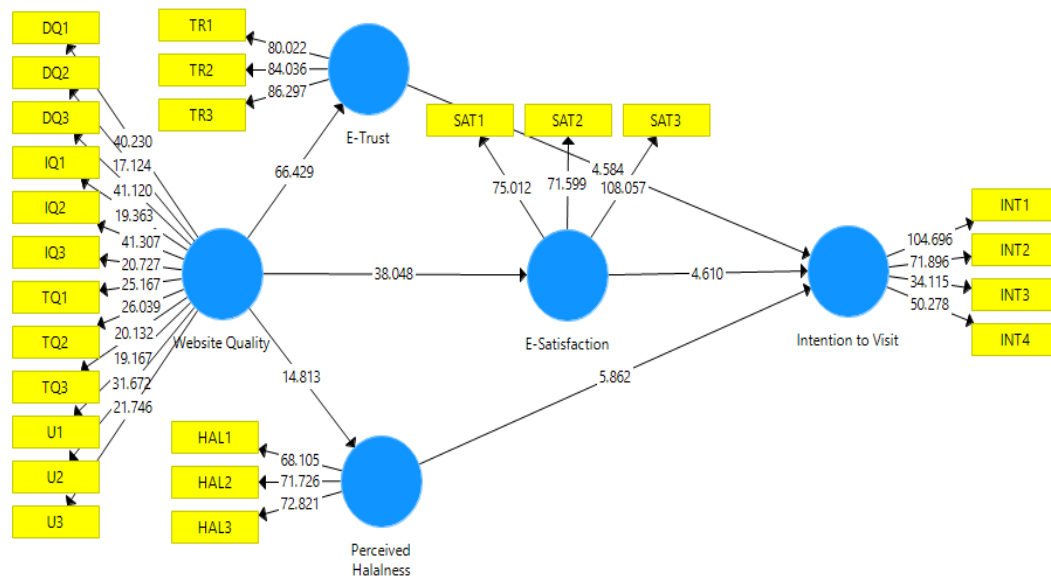
**Table 3.** Inner model

	R Square	R Square Adj.
E-Trust	0.855	0.849
E-satisfaction	0.867	0.862
Perceived Halalness	0.881	0.880
Intention to Visit	0.899	0.895

### *Hypothesis testing*

The bootstrapping results displayed in Figure X confirm the significance of the hypothesized relationships within the structural model. All reported t-values exceed the critical value of 1.96, indicating that each proposed path is statistically significant at the 5% level (Hair et al., 2019). Specifically, Website Quality significantly influences E-Trust with a t-value of 66.429, demonstrating a very strong and statistically significant relationship. Website Quality also significantly predicts E-Satisfaction ( $t = 38.048$ ) and Perceived Halalness ( $t = 14.813$ ), indicating that users' satisfaction and perceptions of halal compliance are substantially shaped by the perceived quality of the website.

In addition, E-Satisfaction shows a strong and significant effect on Intention to Visit with a t-value of 4.610, confirming that higher satisfaction levels drive greater intention to engage with halal tourism destinations. Similarly, Perceived Halalness significantly impacts Intention to Visit with a t-value of 5.862, highlighting the critical role of religious compliance perceptions in influencing travel behavior. Overall, these bootstrapping results strongly validate the conceptual model, providing robust empirical evidence that Website Quality, mediated through E-Trust, E-Satisfaction, and Perceived Halalness, plays a critical role in shaping Muslim travelers' intention to visit halal tourism destinations. All hypothesized paths are statistically supported.



**Figure 2.** Bootstrapping

### *Main finding*

The findings of this study underscore the centrality of Website Quality in shaping Muslim travelers' behavioral intentions toward halal tourism destinations. The significant positive effects of Website Quality on E-Trust, E-Satisfaction, and Perceived Halalness confirm that a tourism website's usability, information quality, design aesthetics, and technical performance are not only operational factors but also key psychological triggers that influence users' confidence, satisfaction, and religious evaluations. Consistent with prior research (Almakayeel, 2023; Cyr et al., 2006; Gefen et al., 2003; Qatawneh et al., 2023; Ulinnuha & Hariawang, 2024), the results suggest that users are more inclined to trust digital platforms that present information reliably, enable effortless navigation, and convey professionalism in their design (Aman et al., 2024; Hendrik et al., 2024; Swadhi et al., 2025).

Moreover, the finding that Website Quality significantly enhances E-Satisfaction aligns with Delone & McLean (2003) IS Success Model, which posits that system and service quality drive users' emotional satisfaction. This is further supported by Morales-Vargas et al. (2023), who highlighted that user satisfaction

in digital tourism contexts stems from the synergy of ease of use, aesthetic pleasure, and system responsiveness.

The study also provides compelling evidence that Website Quality significantly shapes Perceived Halalness, extending the theoretical boundaries of previous studies (Battour et al., 2018; Fauzi & Battour, 2024). The clarity, comprehensiveness, and cultural sensitivity of halal-related information presented on a tourism website substantially influence Muslim travelers' religious evaluation of destinations (Ramos & Mafé-García, 2018; Rashmi et al., 2024; Talukder et al., 2024). These findings reinforce the notion that for Muslim tourists, website quality is not merely a technical attribute but also a religious and cultural assurance mechanism, consistent with Talukder et al. (2024), who emphasized that the presence of culturally resonant digital cues enhances perceived destination authenticity.

Further analysis of the structural model indicates that E-Trust, E-Satisfaction, and Perceived Halalness each significantly contribute to Intention to Visit. Trust serves as a vital psychological mechanism that reduces perceived risk and reinforces users' confidence in acting on the information provided by the website, a pattern consistently observed in earlier e-commerce and e-tourism studies (Gefen et al., 2003; Morgan & Hunt, 1994; Qatawneh et al., 2023). Similarly, E-Satisfaction emerges as a strong determinant of behavioral intention, reaffirming the argument by Cyr et al. (2006) and Morales-Vargas et al. (2023) that emotional fulfillment with online experiences translates into stronger engagement and loyalty behaviors.

Notably, the impact of Perceived Halalness on Intention to Visit highlights the unique behavioral dynamics in halal tourism, where religious compatibility is a decisive factor in destination choice, echoing findings by Battour et al. (2018), Samori et al. (2016), and En et al. (2023). Muslim travelers' intention to visit is not solely driven by cognitive evaluations of quality and

satisfaction but is deeply intertwined with normative and religious considerations that are activated through digital representations of halalness.

Importantly, the model also reveals a significant direct effect of Website Quality on Intention to Visit, suggesting that sophisticated and culturally attuned digital interfaces can independently stimulate travel aspirations. This finding is congruent with O'Connor & Assaker (2024), who noted that superior digital service quality could directly influence behavioral intentions without necessarily requiring complex cognitive mediation (Ratnasari et al., 2020). In the context of halal tourism, where both service expectations and religious assurances must be satisfied, the immediate impact of website experiences becomes even more pronounced.

A well-designed, fast, and culturally sensitive tourism website not only informs but emotionally resonates with Muslim travelers, thereby facilitating an immediate inclination to act. Collectively, these findings extend the current understanding of digital marketing effectiveness in halal tourism by illustrating that Website Quality, mediated and unmediated, serves as a powerful driver of Muslim travelers' trust, satisfaction, perceived religious fit, and ultimately, their travel intentions.

### ***Theoretical implications***

The results of this study offer several important theoretical contributions to the fields of digital marketing, tourism management, and Islamic consumer behavior. First, by integrating the IS Success Model (Delone & McLean, 2003) and the Theory of Planned Behavior (Ajzen, 1991), this study extends the applicability of these models into the halal tourism context, providing empirical validation that website quality factors significantly influence trust, satisfaction, perceived religious fit, and behavioral intentions among Muslim travelers. While prior research has separately examined website quality or behavioral intention in general tourism or e-commerce settings (Cyr et al., 2006; Morales-Vargas et al., 2023), this study specifically situates these constructs within the Islamic tourism

domain, thereby enriching the theoretical understanding of how digital experiences intersect with religiously motivated consumer behavior.

Second, this study introduces and empirically validates Perceived Halalness as a critical mediator between Website Quality and Intention to Visit, a construct that has been relatively underexplored in prior digital tourism research. The findings highlight that perceived halalness is not merely an outcome of destination characteristics but can be strongly shaped by online information presentation, consistent with assertions by Battour et al. (2018) and (Talukder et al., 2024). This contributes a novel dimension to Islamic marketing theory by demonstrating that digital representations of religious compliance are as influential as offline experiences in shaping consumer decision-making.

Third, the identification of a significant direct effect of Website Quality on Intention to Visit, independent of trust, satisfaction, or perceived halalness, suggests that affective reactions triggered by superior digital experiences can bypass traditional cognitive pathways, reinforcing the growing theoretical emphasis on experiential and emotional triggers in consumer behavior models (Aman et al., 2024; O'Connor & Assaker, 2024; Swadhi et al., 2025). Overall, this study broadens the theoretical discourse by highlighting the multi-layered ways in which digital quality, emotional responses, and religious identity coalesce to influence halal tourism behaviors.

### ***Practical Implications***

The findings also generate important practical implications for stakeholders in the halal tourism industry, particularly destination marketing organizations (DMOs), tourism authorities, and digital content creators. Given the significant influence of Website Quality on trust, satisfaction, and perceived halalness, tourism marketers targeting Muslim travelers must prioritize the development of high-quality digital interfaces that not only deliver functional excellence but also convey cultural and religious sensitivity. Websites should emphasize clear navigation, fast loading speeds, and professional design

aesthetics to foster immediate positive impressions and trust among users, as supported by Cyr et al. (2006) and (Morales-Vargas et al., 2023).

Moreover, the strategic inclusion of explicit halal-related information, such as halal food certification, prayer facilities, and Muslim-friendly services, should be embedded in website content and highlighted through visual and textual cues. This will enhance users' perceptions of destination halalness, which, as this study confirms, plays a crucial role in shaping travel intentions. DMOs should consider investing in content curation and digital storytelling techniques that project not only the physical attributes of the destination but also its spiritual and cultural alignment with Islamic values (Battour et al., 2018; Samori et al., 2016).

Importantly, the direct effect of Website Quality on Intention to Visit suggests that investments in website improvements can yield immediate behavioral returns, even before trust and satisfaction fully mediate the process. Thus, tourism authorities must recognize that the website itself is no longer just an information channel but a critical marketing asset that can directly influence Muslim travelers' decision-making. Continuous usability testing, mobile optimization, multilingual options tailored to Muslim-majority countries, and the integration of user reviews and halal certifications are practical strategies that can further enhance the persuasive power of tourism websites. Ultimately, this study emphasizes that in the digital age, excellence in website quality and the faithful representation of halal attributes are not ancillary but central to attracting and retaining Muslim travelers.

#### ***Limitations and future research directions***

While this study provides strong empirical support for the role of Website Quality, E-Trust, E-Satisfaction, and Perceived Halalness in shaping Muslim travelers' Intention to Visit halal tourism destinations, several limitations merit consideration. The use of a cross-sectional design captures perceptions at a single point in time, limiting the ability to observe how trust, satisfaction, and

behavioral intentions evolve through extended or repeated interactions (Hair et al., 2019).

Future research should adopt longitudinal approaches to better understand how dynamic experiences with tourism websites may influence users' cognitive, emotional, and behavioral responses over time, as suggested by Xiang et al. (2024) in studies of evolving digital experiences. Additionally, the current study exclusively sampled Muslim travelers with prior digital tourism experience, which, although appropriate for the study's focus, restricts the generalizability of the findings. Expanding future research to include travelers from diverse religious backgrounds or cultural contexts would enable comparative analyses and deepen insights into how different user groups interpret and respond to halal tourism communications in digital environments, in line with observations made by Battour et al. (2018) regarding cultural variations in halal perception.

Another limitation lies in the narrowed focus on Website Quality as the sole antecedent of users' trust, satisfaction, and perceived halalness. Although this approach provides clarity, it overlooks other influential variables such as electronic word-of-mouth (eWOM), social media influencer credibility, and the perceived destination image, all of which have been shown to significantly impact digital consumer behavior (Kuo, 2024). Future studies could integrate these additional constructs to build a more comprehensive model of halal tourism decision-making.

Moreover, qualitative methods such as in-depth interviews or ethnographic research could complement quantitative findings by uncovering richer emotional, cultural, and religious nuances that structured surveys may not fully capture (Cyr et al., 2006; En et al., 2023; Ratnasari et al., 2020). Finally, while this study assessed perceived halalness based on website communications, future research should bridge the gap between perceived and actual halal compliance by incorporating third-party certifications and objective halal audits into the

analysis, an approach recommended by Battour et al. (2018) to enhance the authenticity and credibility of halal destination marketing. Addressing these limitations would not only enhance the theoretical robustness but also improve the practical applicability of digital marketing strategies aimed at the rapidly expanding halal tourism market.

## **Conclusion**

This study investigated the influence of Website Quality on Muslim travelers' behavioral intentions toward halal tourism destinations by examining the mediating roles of E-Trust, E-Satisfaction, and Perceived Halalness. The findings confirmed that perceptions of usability, information quality, design quality, and technical quality on tourism websites significantly enhance users' trust, satisfaction, and religious evaluations, all of which in turn positively affect the intention to visit halal destinations.

Additionally, Website Quality was shown to exert a direct positive influence on travel intentions, highlighting the immediate persuasive power of high-quality digital experiences. These results extend the applicability of the IS Success Model and the Theory of Planned Behavior within the context of halal tourism and offer empirical support for the conceptualization of Perceived Halalness as a key mediating construct in online consumer behavior among Muslim travelers.

Beyond its theoretical contributions, this study offers critical practical insights for destination marketing organizations, tourism authorities, and digital marketers aiming to attract the Muslim travel segment. Investing in the quality, cultural alignment, and religious authenticity of tourism websites emerges as an essential strategy to build trust, enhance satisfaction, and reinforce perceptions of halal compliance. By recognizing the multifaceted role of website quality, not only as a technical necessity but also as a cultural and religious communication platform, tourism stakeholders can more effectively influence the travel decisions



of the increasingly significant halal tourism market. Future research is encouraged to address the identified limitations by employing longitudinal methods, expanding cultural comparisons, and integrating additional digital marketing variables to enrich the understanding of Muslim travelers' digital engagement and decision-making dynamics.

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